

# **EFS & RFCS Project Updates**

*Presentation to the Transportation Commission*

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**Washington State  
Department of Transportation**

# Electronic Fare System (EFS)

A versatile electronic sales, redemption  
and control system



# Electronic Fare System (EFS)

## Major Features

- Point of sale system at terminals
- Advanced ticketing
  - Tollbooth
  - Internet
  - Self-service kiosks
- Multi-ride and pass revalue products
- Self-service vehicle/driver tollbooths at some west side terminals
- Business accounts
  - Business charge cards
  - Internet sales billed to account
  - Manage account on-line
- Great Plains revenue system



*Gateway Ticketing Point of Sale System: (left to right) Boca ticket printer, partech touch screen, cash drawer, bar code scanner, and receipt printer*

# Electronic Fare System (EFS)

## Expanded Revenue Control

- Minimize sales transactions at the tollbooths
- Electronic ticket redemption and cancellation
- Separation of sales and redemption (i.e. turnstiles, handhelds, and tollbooths)
- Tickets print at time of purchase; no inventory
- Vehicle sales and redemption monitored by cameras (transaction framing)
- Transaction viewing and analysis tools



*EFS turnstiles at Colman Dock (Seattle)*

# Electronic Fare System (EFS)

## Project Accomplishments

August 2004

Avanade named successful vendor

May 2005

Implemented Great Plains revenue system

January 2006

Deployed EFS pilot at Port Townsend/  
Keystone

April 2006

Began ticket kiosk sales at Port Townsend/  
Keystone

July 2006

Launched web store for advanced  
purchases, including new revalue products

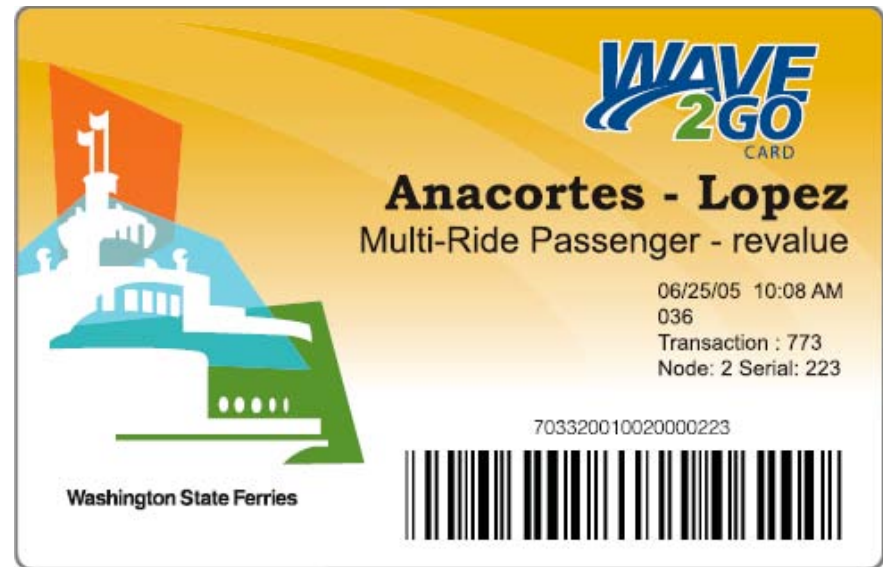


*Washington State Ferries' new EFS logo.*

# Electronic Fare System (EFS)

## Other Accomplishments

- New tickets have been designed
- Passes for all routes are now being generated in EFS
- 99% of the facility improvements
- Initial software configuration completed; refining based on testing
- New revenue collection policies and procedures drafted
- EFS training program created, including new curriculum and mobile training lab
- Successful labor discussions over changes in working conditions (i.e. cameras)



*Washington State Ferries' new EFS ticket design*

# Electronic Fare System (EFS)

## Customer Experiences

- New Purchase Options & Convenience
  - Return Trips
  - Debit Cards
  - Kiosk sales
  - Internet sales
  - Electronic signature capture
- Revalue Products
  - Multi-ride
  - Monthly passes
- Self-scan
  - Tollbooths
  - Turnstiles
  - Self-service vehicle tollbooths
- Safer pedestrian travel



*Washington State Ferries' new ticket kiosks.*

# Electronic Fare System (EFS)

## Challenges

- Bought “off-the-shelf” product
  - Complicated tariff structure created difficulties
  - Did not always meet our customer expectations

e.g. out of the box webstore was not customer friendly and needed to go through a full redesign

- Over 2000 fare types with complex rules
  - Regional differences
  - Price
  - Validation period
  - Redemption locations
- 20 unique terminals
  - Not standard in size or layout
  - Various traffic volumes

e.g. difficult to design a standard transaction framing system that works at all locations



# Electronic Fare System (EFS)

## Other Challenges

- Handheld
  - Initial software slow and complex
  - Difficult to see in bright sunlight
  - Scan tones not audible enough
  - Wireless regulations
- Intermittent hardware failures
  - Signature capture device
  - Handheld
  - Point of sale
- Tickets getting caught in kiosk dispenser
- Independent contractors
  - San Juan Islands & Sidney
  - Don't currently use WSF point of sale system
  - Tailor functionality to meet their needs



*WSF ticket chute solution for ticket kiosk.*

# **Electronic Fare System (EFS)**

## **Roll-out Schedule**

October-December 2006:

Anacortes  
San Juan Islands  
Sidney

January 2007:

Mukilteo/Clinton

February-March 2007:

Edmonds/Kingston  
Seattle/Bainbridge  
Seattle/Bremerton

April 2007:

Fauntleroy/Vashon/Southworth  
Point Defiance/Tahlequah  
Seattle/Vashon Passenger Only

# Electronic Fare System (EFS)

## Project Budget (in millions \$)

\$12.9	Total Budget
<u>11.0</u>	Expenditures through June 30, 2006
\$ 1.9	Budget balance available

- \$0.7 - 0.9 Expected additional expenses over available budget
- Terminal improvements over budget by almost \$1.0
  - 4 testers full-time
  - Extend from 2 to 3 days of training
  - Terminal support during pilot

# **Electronic Fare System (EFS)**

## **Ongoing Expenses**

While separate from this project, ongoing support costs will need to be addressed.

Examples include:

- Expanded operations support to achieve separation of sales and redemption
- Systems administration, testing, hardware support, and systems configuration
- Loss prevention professionals to analyze data and audit transactions
- Marketing and promotions staff to implement new revenue initiatives
- Funding to pay for credit and debit card fees

# Regional Fare Coordination System (RFCS)

- AKA Smart Card
- One card that can be used on multiple transit agency buses, trains, and ferries
- 7 participating agencies
  - King County Metro 55.15%
  - Community Transit 11.56%
  - Sound Transit 10.65%
  - Pierce Transit 8.61%
  - Kitsap Transit 5.88%
  - Washington State Ferries 5.27%
  - Everett Transit 2.88%



*Regional Fare Coordination System logo*

# Regional Fare Coordination System (RFCS)

## Functionality

- Electronic purse (e-purse)
- Multiple products from participating agencies on the same card
- May add value or products using several methods
  - Walk in center
  - Web
  - Retailer
  - Call center
- Can be used for the physical life of the card
- Replace a lost, damaged or stolen card with a new card; recover value
- Institutions may self-manage their program over the web



*Regional Fare Coordination System logo*

# Regional Fare Coordination System (RFCS)

## Project Schedule

April 2003

Signed agreement with ERG

September 2005

Completed final design

June-September 2006

System Integration Testing (SIT)

October-December 2006

Beta testing

January 2008

“Go Live” to public



*Regional Fare Coordination System logo*

# Regional Fare Coordination System (RFCS)

## Project Budget (in millions \$)

\$ 3.1	Total Budget
<u>1.1</u>	Expenditures through June 30, 2006
\$ 2.0	Budget balance available
\$ 1.0	Expected additional expenses over available budget
	- Handheld integration
	- Additional Gate Access Kits (GAKs)
	- Changes made after Beta



# EFS & RFCS Project Update

## WSF Marine Operations Impact



# EFS & RFCS Project Update

## Questions & Answers

